

Message Text

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INFO OCT-01 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 EB-07 PCH-02

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COM:BIC:CWHOSTLER ARA/ECP/DLACEY
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INFO ALL DIPLOMATIC AND CONSULAR POSTS
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INFORM CONSULS

E.O. 11652: N/A

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SUBJECT: PRODUCT MARKETING SERVICE (PMS) OFFERED BY U.S.
TRADE CENTERS

FOR ALL TRADE CENTERS

1. SUMMARY: EFFECTIVE IMMEDIATELY, ALL TRADE CENTERS WILL OFFER FACILITATIVE SERVICE TO VISITING REPRESENTATIVES OF INDIVIDUAL AMERICAN COMPANIES WHO ARE CARRYING WITH THEM SAMPLE PRODUCTS, DISPLAYS OR OTHER VISUAL PRESENTATIONS; AND WHO SEEK TO ENTER OR TO STRENGTHEN THEIR COMPANIES' POSITION IN A MARKET SERVED BY A TRADE CENTER.

2. BACKGROUND: CONTACTS WITH THE AMERICAN BUSINESS COMMUNITY FREQUENTLY YIELD FAVORABLE COMMENTS ABOUT ASSISTANCE THE TRAVELING BUSINESS COMMUNITY RECEIVE FROM A POST'S COMSEC, PARTICULARLY IN TERMS OF HOW TO DO BUSINESS IN A GIVEN COUNTRY AND IN ARRANGING FOR APPOINTMENTS WITH PROSPECTIVE REPRESENTATIVES OR BUYERS. BUT THOSE BUSINESS PEOPLE WHO TRAVEL EXTENSIVELY OFTEN EXPRESS NEED FOR WELL-EQUIPPED BASE FROM WHICH TO OPERATE AND IN WHICH TO CONDUCT BUSINESS WHEN VISITING PRINCIPAL COMMERCIAL AREAS. THEY GENERALLY

CONCEDE MANPOWER AND OFFICE SPACE CONSTRAINTS LIMIT WHAT COMSECS CAN DO IN THIS RESPECT. THE PRODUCT MARKETING SERVICE OFFERED BY TRADE CENTERS IS A WAY TO MEET THIS NEED.

3. SERVICES OFFERED: THOSE USING THE PRODUCT MARKETING SERVICE WILL RECEIVE FROM THE TRADE CENTER THE FOLLOWING:

A. USE OF TRADE CENTER AUDIO VISUAL EQUIPMENT AND SPACE FOR PRESENTATION;

B. USE OF OFFICE WITHIN THE TRADE CENTER;

C. FREE LOCAL TELEPHONE SERVICE;

D. ASSISTANCE IN PLACEMENT OF LONG-DISTANCE CALLS;

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E. ASSISTANCE IN HIRING, AT USER'S CHARGE, SECRETARIAL/ INTERPRETER ASSISTANCE;

F. REFERRAL TO POST'S COMMERCIAL SECTION FOR BRIEFING ON GENERAL MARKET CONDITIONS, DISTRIBUTION PATTERNS, TRADE PRACTICES, ETC.;

G. IDENTIFICATION OF KEY PROSPECTS AND PRINCIPAL COM-

PETITORS;

H. ASSISTANCE IN MAKING APPOINTMENTS WITH PROSPECTIVE REPRESENTATIVES OR BUYERS.

4. IMPLEMENTATION: THE AVAILABILITY OF THE PMS WILL BE PROMOTED PRIMARILY BY DIBA DISTRICT OFFICES AMONG PROSPECTIVE BUSINESS TRAVELLERS, PARTICULARLY THOSE WHO ARE AT THE POINT OF DECISION ON REPRESENTATION APPOINTMENT IN A COUNTRY SERVED BY A TRADE CENTER. THROUGH APPROPRIATE COMMERCE DEPARTMENT COUNTRY MARKETING MANAGERS, DISTRICT OFFICE PERSONNEL WILL ARRANGE FOR USE OF THE TRADE CENTER SERVICES AT TIMES WHEN THE CENTER'S FACILITIES ARE AVAILABLE. THE DISTRICT OFFICES WILL CONTACT THE RELEVANT CMM WHO THEN, VIA OFFICIAL COMMUNICATIONS, WILL NOTIFY THE TRADE CENTER DIRECTOR AND THE POST. THE INFORMATION WILL INCLUDE THE NEED FOR SECRETARIAL/INTERPRETER ASSISTANCE, THE TYPE OF PROSPECTS FOR WHOM APPOINTMENTS SHOULD BE MADE AS WELL AS ANY OTHER PRE-ARRIVAL ARRANGEMENTS THE BUSINESS TRAVELLERS NEED IN ORDER TO FACILITATE THEIR VISIT.

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5. WHEN A POST COMMERCIAL SECTION RECEIVES INQUIRIES DIRECTLY FROM AMERICAN BUSINESSES OR THE UNANNOUNCED VISIT OF A MEMBER OF THE U.S. BUSINESS COMMUNITY SEEKING SERVICES ALONG LINES DESCRIBED ABOVE, THE COMMERCIAL SECTION SHOULD REFER THEM TO THE TRADE CENTER.

6. ELIGIBILITY: ANY COMPANY SELLING GOODS OR SERVICES OF AT LEAST 50 PERCENT AMERICAN ORIGIN, IS ELIGIBLE FOR PMS. SERVICE IS LIMITED TO TRAVELLERS WHO CARRY WITH THEM EITHER PRODUCT SAMPLES, A VISUAL DISPLAY OR AN AUDIO/ UNCLASSIFIED

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VISUAL PRESENTATION. THE TRADE CENTER DIRECTOR HAS FINAL AUTHORITY IN DETERMINING ELIGIBILITY. A PARTICIPATION AGREEMENT MUST BE SIGNED COVERING CONDITIONS OF PARTICIPATION WHICH WILL, AMONG OTHER CLAUSES, REQUIRE THAT THE TRAVELLER BE AUTHORIZED TO ACT ON BEHALF OF THE COMPANY (AS IS SPECIFIED IN CONDITIONS OF PARTICIPATION COVERING OTHER TRADE CENTER EVENTS). THE TRAVELLER WILL ALSO BE REQUIRED TO SUBMIT TO THE TRADE CENTER DIRECTOR A PARTICIPANTS' REPORT.

7. USER CONTRIBUTION FOR PMS IS 25 DOLLARS PER DAY, PAID IN ADVANCE. ONE DAY'S CONTRIBUTION WILL NOT BE REFUNDABLE SO AS TO ENCOURAGE THE ARRIVAL OF THE TRAVELLER ON THE PRE-ARRANGED DATE OR, IN THE CASE OF DEFAULT, TO COVER THE COST OF SERVICES, SUCH AS SECRETARY/INTERPRE-

TER, ARRANGED FOR BY THE TRADE CENTER. FUNDS RECEIVED WILL BE HANDLED IN ACCORDANCE WITH ESTABLISHED PROCEDURES FOR REGULAR TRADE CENTER EXHIBITION CONTRIBUTIONS.

8. THIS PROGRAM IS MEANT IN NO WAY TO SUPERSEDE OR INTERFERE WITH THE TRADITIONAL SUPPORT GIVEN TO TRAVELLING AMERICAN BUSINESSMEN BY THE COMMERCIAL SECTIONS OF THE POST. IT IS AN EXTENSION OF THOSE SERVICES IN OFFERING TO THOSE U.S. BUSINESSMEN A SHORT TERM OFFICE TO SHOW A SAMPLE OR AN AUDIO VISUAL INFORMATIONAL ASSISTANCE PROGRAM TO PROSPECTIVE CUSTOMERS OR AGENTS. EXCEPT FOR THE REPFIND SERVICE NOTED ABOVE AND SIMILAR TO THAT GIVEN TO PARTICIPANTS IN OTHER TRADE CENTER SHOWS, ALL OTHER ASSISTANCE WILL CONTINUE TO BE THE RESPONSIBILITY OF THE COMMERCIAL SECTION.

9. ACTION REQUESTED: ALL TRADE CENTER DIRECTORS ARE REQUESTED TO PUT PMS INTO EFFECT IMMEDIATELY. QUESTIONS CONCERNING IMPLEMENTATION OF PMS AT INDIVIDUAL TRADE CENTERS SHOULD BE ADDRESSED TO THE APPROPRIATE COUNTRY MARKETING MANAGER.

10. PARTICIPATION AGREEMENTS ARE BEING PRINTED AND WILL BE DISTRIBUTED ASAP. INGERSOLL

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